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CURRENT SERIAL REPORT

FOOD STAMP
PROGRAM



FOOD GUIDE

February 1962

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

PLENTIFUL FOODS

POTATOES

EGGS

APPLES

HONEY

TURKEYS

GRAPEFRUIT

CANNED
SOUR CHERRIES

ADDITIONAL FOODS

NONFAT DRY MILK

BROILER-FRYERS

WHEAT PRODUCTS

POTATOES

Merchandising Hints: Meat and potatoes -- always a good meal. And these sales partners rate tops with the coupon trade -- and their pocketbooks, too.

- . Plan your sales action around prepack stocks, featuring packaging that is most acceptable to customers.
- . Set potato merchandising this month for related selling. Spot potatoes at best go-with sales points -- to inspire old and new eating ideas. Drop off a few bags at the meat department near breakfast, lunch and dinner meat items, too. And a couple of bags placed at the sour cream display in the dairy section will give potato sales a boost. Potatoes, sour cream and chives are being given a big play, both to coupon shoppers and to your other trade as well. Play up this combination.
- . Remember to push those "convenience" potato items, frozen potato products, instant potato items, etc.

EGGS

Merchandising Hints: Everyone is attempting to bring more eggs to Stamp Coupon recipient's tables. Grocers can do their share by joining the campaign.

- . Spotlight eggs well this month -- they're a wise investment in good health -- and delicious eating for the trade, too.
- . Put more eggs in the shopping bags -- give them "double feature" buildup. Offer a big stock of carton eggs in your dairy section -- large and small. Then skip to your meat department and offer "loose" eggs in wire baskets here. The secret word for heavy movement -- FRESH, of course.
- . Give eggs a feature spot on your front store window -- an extra large streamer will do.

CANNED AND FROZEN RED CHERRIES

Merchandising Hints: Canned red cherries are just the thing for February. The bright red color sets off Valentine meals, and a cherry pie is a natural for Washington's Birthday.

- . Cherry preserves go well with the Good Breakfast theme. Put some jars over in the bakery department for extra action.
- . Those frozen cherry pies will move well in February. Have signs which point them out as specials this month.

TURKEYS

Merchandising Hints: Turkeys are still a terrific buy -- and you can bet coupon patrons are in the know.

- . Pile 'em high in your poultry section -- large and small Toms -- and those tender young Hens, too. Display spot selling theme -- "Turkeys Offer a Variety of Low Cost Delicious Meals."
- . Give turkeys heavy advertising buildup with full impact planned for week-end prior to George Washington's birthday which falls on February 22. Use a little "sales talk" to suggest turkey for this holiday meal.
- . Alert your "checkers" to plug turkeys to coupon customers as they clear the line.

APPLES

Merchandising Hints: Healthful and taste-appealing apples still attract customers. Why not give them an extra push for more profitable returns?

- . Center promotional efforts around prepacks placed adjacent to the main fruit line. Build display around prepacks and full open boxes of apples. Infiltrate pie mixes in arrangement to encourage apple pie preparations. And you can promote your "bulk" sales from the open boxes, too. Good spot messages -- "apple pie," "tarts," "dumplings" and "good eating" develops sales. Don't forget extra large price tags will get the "bargain" idea across.
- . Talk about apples in your meat department, particularly with pork. And lots of customers like fried apple rings with breakfast meat items so plug this possibility, too.

GRAPEFRUIT

Merchandising Hints: "Better Breakfast Month" -- sets the stage for volume fresh grapefruit sales. And menu recommendations directed to Stamp Coupon recipients this month stress fresh grapefruit juice and "halves" topped with honey for many breakfast meals.

- . Focus coupon trade efforts to bulk bin stocks --- and prepack also. Family requirements and available funds will influence both type sales.
- . Promote the grapefruit for breakfast idea and right at your display points -- tell the trade grapefruit is a "Healthful Breakfast Starter" -- and "It's Loaded With Vitamin C."
- . Headline grapefruit -- in your newspaper ads, on front store window --- and with good in-store sign work, too.

HONEY

Merchandising Hints: Honey is a natural for the Good Breakfast Month promotion. Display with waffle and pancake mixes, and at the bakery counter to get full benefit.

- . Honey makes a handsome display, especially when the strained honey is displayed with a light showing through from the rear.
- . Honey goes so well with grapefruit that it deserves a special display right beside it.

NONFAT DRY MILK

Merchandising Hints: For all purpose use, nutrition and value -- Stamp Coupon shoppers are finding this product a real budget-stretching buy.

- . Call customer attention to nonfat dry milk by using large and smaller packaging to round out a good floor display.

NONFAT DRY MILK (cont'd.)

- . Play up the all-purpose use angle -- for a nutritious beverage --- and tops for baking and cooking, too.
- . Give display offerings an extra large price tag -- one that shoppers are sure to see.

BROILER-FRYERS

Merchandising Hints: Remind your Stamp Patrons that fried chicken makes mighty fine eating at budget prices.

- . Perk up your poultry display with colorful signs, and neat arrangement. Add such related items as biscuits and honey.
- . Store-barbecued chickens are a real boon to customers with limited cooking facilities. The aroma captures added sales, too.

MACARONI, NOODLES, SPAGHETTI

Merchandising Hints: Here are three meat dish stretchers with great appeal to those who must shop with care. Point with pride to the variety of these items you stock.

- . Tuna and noodles, macaroni and cheese, spaghetti and meat sauce -- just three of many tasty dishes which suggest related item selling. A few packages of spaghetti at the meat counter, macaroni at the dairy counter, or a jumble featuring canned tuna, mushroom soup and noodles will do the trick.

HANDY POSTER FOR GROCERS

1. Remove this sheet
2. Cut along line
3. Post food list on lower half of this page on your front store window or at an easy view spot in the store.



FOOD STAMP COUPON SHOPPERS

WISE BUYS FOR FEBRUARY

Potatoes

Carrots

Grapefruit

Apples

Wheat Products

Broiler-Fryers

**Canned
Sour Cherries**

**Nonfat
Dry Milk**

Turkeys

Cabbage

Honey

Eggs

